

25 March 2015

Community Committee

Report on Progress with the Health and Wellbeing Strategy and Work Plan 2014 -2017

Report of: Ashley Culverwell, Head of Health Safety and Localism

Wards Affected: None

This report is: Public

1. Executive Summary

- 1.1 This report updates the Committee on the progress made with the Health and Wellbeing Strategy and Work Plan which has been developed by the Brentwood Health and Wellbeing Board. It includes the three priorities identified in the Joint Strategic Needs Assessment carried out by Essex County Council. The actions for the priorities are addressed in the Work Plan.

2. Recommendation

- 2.1 That the Committee agrees to continue the work necessary to develop health and wellbeing as outlined in the work plan and strategy, noting the progress made in key areas as described in this report.**

3. Introduction and Background

- 3.1 Following introduction of the Health and Social Care Act in April 2013, Brentwood Council implemented its own Health and Wellbeing Board. The Board, which reports up to the Essex Health and Wellbeing Board is tasked with the responsibility of improving the health of local residents by concentrating on a number of key areas where health inequalities have been shown to exist. The Brentwood Board promotes public health in the Borough, working in partnership with the Basildon and Brentwood Clinical Commissioning Group and other local partners.
- 3.2 At the Community Committee on 21 July 2014 the Health and Wellbeing Strategy (appendix A) and Work Plan (appendix B showing

updated version) were approved with an agreement to report on progress including an evaluation of officer time spent on health and wellbeing.

- 3.3 To date, the work of the health and wellbeing plan has been focused on the three priority areas of:
- improving older people's health,
 - increasing the uptake of vaccinations and
 - reducing cardiovascular disease through reductions in obesity.

The Authority has made achievements in all of these areas by the signposting of available services, working with partners to modify existing services and ensuring that correct information on health and wellbeing is available to the residents of Brentwood.

- 3.4 The authority has also established a webpage and a branding logo termed 'Healthier Brentwood' which will be used as a means of promoting available services to residents. The webpage highlights physical resources that are available to improve older and younger persons' health, and where people can go to increase their levels of activity.

- 3.5 In addition, the Council has been liaising with the organisations - Active Brentwood and Active Essex along with local sporting clubs and other organisations to consider how their services may be tailored towards those in need of activity. As a result of the health and wellbeing work plan a 'Brentwood Borough Sports and Physical Activity Profile' has been produced by Active Essex identifying where inequalities exist highlighting which types of activity are needed in the Borough. This is produced at appendix C. Through this report and working with these organisations the Council will be able to improve what activities are on offer to its residents. For example, dialogue is occurring with clubs around how they build business acumen to encourage new members in and particularly attracting beginners to join with no prior experience. Consideration is being given to a 'novice-friendly' award where sporting clubs will need to reach certain organisational criteria before the award is granted.

- 3.6 Meetings have also been held with the home insulation provider - Aran Services, and discussions concerning the apparent barriers which exist which prevent residents taking up the offer of free services. It is hoped that in working with Aran Services, the council will be able to

produce tailored information for older persons to encourage service take-up and ultimately reduce fuel poverty in Brentwood.

- 3.7 The authority has also met with our local GP lead public health - Dr Emond and discussed sporadic uptake of the flu vaccination and MMR. Through this work tailored information has been made available on the councils' website and will continue to be developed through the sharing of best practice across surgeries having the highest take-up.
- 3.8 Brentwood is represented on the 'Essex Responsibility Deal project' along with other Environmental Health departments where Essex County Council are funding the local Councils in Essex to target takeaway premises to bring about reductions in fats, salt, sugar and portion size. The authority has have been working with a branding company, within the Essex County Council funding to develop the scheme.
- 3.9 Regarding mental health, the Council has signed up to the Mental Health Challenge and is raising awareness of this area amongst its staff and the local community, whilst making changes that will help people with mental ill-health find accessing Council services easier. Lead Member and Officer training in mental health first aid will be completed in March, and key points from this will be disseminated to all Council staff during Safeguarding training. The council recently met with Andy Bell, Deputy Chief Executive for the Centre for Mental Health who stated, 'Brentwood's leadership in appointing a member champion for mental health and seeking to ensure that it supports mental health in all areas of its work is an example I hope many more will follow'.
- 3.10 From February 2014, the Council will be launching a referral service for residents who are having difficulty paying their council tax. This means that where appropriate they will be supported by key organisations, including MIND, Synergy, Job Centre Plus, Citizens' Advice Bureau, Department for Work and Pensions and Family Mosaic.
- 3.11 The Council is also working with other authorities across Essex to ensure that residents are getting the right housing support, and has recently signed up to an Essex-wide housing brokerage scheme which means individuals who may have mental ill-health are given help to find independent or supported accommodation.

- 3.12 On Thursday 5 February 2014, Councillors and staff supported Time to Talk Day - a national campaign that aims to break the silence and stigma of mental health by asking people to spend 5 minutes that day having a related conversation. Staff were encouraged to text a friend or have a chat over their coffee break and members joined the Essex Mental health Community live on Phoenix FM.
- 3.13 Through raising the profile Health and Wellbeing is beginning to gain recognition and become embedded in relevant Council policies which has a wider impact than the role of the lead officer.
- 3.14 Essex County Council has recently written to County Chief Executives highlighting the need to work with local authorities at local level. They are proposing the sharing of a funded Public Health post with Basildon Borough Council. We will be working with Essex County Council and Basildon Borough Council to secure this post.

4. Issue, Options and Analysis of Options

- 4.1 A Joint Strategic Needs Assessment was carried out by Essex County Council to assist in the development of the Essex Health and Wellbeing Strategy. The Brentwood Health and Wellbeing Board agreed a strategy of focussing on areas where the biggest influence could be exerted whilst making a tangible difference with measurable outcomes.
- 4.2 The Board agreed the three local priorities as: -
1. Improving Older People's Health – focussing on alleviating fuel poverty, supporting independent living, encouraging physical activity and falls prevention. This area was chosen because Brentwood has an excess number of winter deaths than the rest of Essex. The Joint Strategic Needs Assessment explained that 15% of householders were in fuel poverty, which appears to be more prevalent in rural areas, where residents would have to spend more than 10% of their income on fuel to keep their home satisfactorily warm.
 2. Increasing the uptake of vaccination, primarily measles, mumps and rubella, because Brentwood has a lower uptake than the Essex Average.
 3. Reducing cardio-vascular disease through reducing obesity by increasing physical activity and improved diet. 67% of adults in

Brentwood are overweight or obese which is higher than the national average.

- 4.3 Officer time in co-ordinating and delivering the work of the health and wellbeing board equates to approximately 1 officer day/week. In terms of financial costs to the Council of officer resource this equates to £187.20/week plus management and central support costs.

5. Reasons for Recommendation

- 5.1 The recommendation above supports the health and wellbeing strategy to deliver the Brentwood Health and Wellbeing Board's key priorities, to reduce the health inequalities in Brentwood.

6. Consultation

- 6.1 Key partners including the Basildon and Brentwood Clinical Commissioning Group, Essex County Council, members of Brentwood Borough Council and other voluntary organisations are being consulted and engaged in development of the work plan.

7. References to Corporate Plan

- 7.1 This work supports the Council's priorities for Localism in working with the voluntary and community sectors to improve and raise awareness about local activities and leisure provision.

8. Implications

Financial Implications

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- 8.1 The Section 151 Officer has been consulted and there are no financial implications arising from this report since the work undertaken is contained within existing officer resources and budgets.

Legal Implications

Name & Title: Chris Potter Monitoring Officer and Head of Support Services

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- 8.2 The monitoring officer has been consulted and is in agreement with the legal information and reference provided in this report.

Other Implications (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

8.3 The Brentwood Health and Wellbeing Strategy and Work Plan are inclusive for the whole community and aim to protect vulnerable residents.

9. Background Papers (include their location and identify whether any are exempt or protected by copyright)

9.1 Housing and Health Panel 26 June 2012

9.2 Housing and Health Panel 20 November 2012

9.3 Community Committee 11 April 2014

9.4 Community Committee 21 July 2014

9.5 Time log spent on health and wellbeing work

10. Appendices to this report

A. Health and Wellbeing Strategy 2014-2018

B. Health and Wellbeing Work plan 2014-2018

C. Brentwood Borough Sports and Physical Activity Profile

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